



Preparing Students for 21st Century Careers



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Polling question #1

Have you ever heard about Passport21, or listened or attended to a session about Passport21 offerings



Agenda

Passport21 to Entrepreneurship

Accessing Passport21 to Entrepreneurship

Teaching Passport21 to Entrepreneurship

Cisco Aspire





Student and Instructor Feedback

- More emphasis on personal development, business development and soft skills

Communication, negotiation skills

Financial literacy—tracking costs, budgets, investment requirements, ROI

Manage business relationships

- Expand applied practice

Problem solving

Creativity

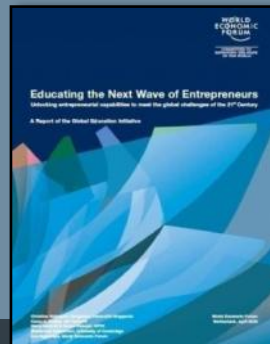
Decision making





Entrepreneurship Education

World Economic Forum White Paper



- Unlock entrepreneurial capabilities to meet global challenges of 21st Century
- Advance entrepreneurship education as a key driver for sustained social and economic development
- Cultivate and provide exposure to entrepreneurial thinking and mindset

Cisco Networking Academy Approach



- Teach technology-based entrepreneurial skills
- Help students discover entrepreneurship opportunities
- Align with ICT skills and 21st century skills taught in Networking Academy courses



Entrepreneurship Education

Technology Skills

- Networking
- Security
- Wireless
- Basic Computing
- Configuration

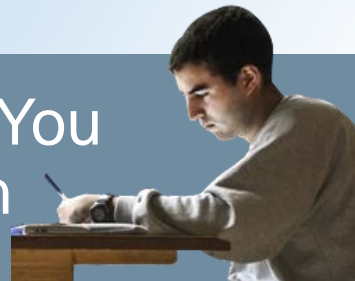
What You
Learn



21st Century Skills

- Collaboration
- Community
- Communication
- Problem-Solving
- Initiative-Taking

How You
Learn



Entrepreneurial Skills

- Mindset
- Innovative Thinking
- Personal and Social Responsibility
- Business Management

How You
Think





Passport21 to Entrepreneurship

Seven Case Studies

- Charging for Expertise
- Starting an Internet Café
- Making a Business Successful
- Taking the Initiative
- Enable an eBusiness
- Providing Outsource Services
- Building a Contracting Business

Packet Tracer Simulation Activities

- Optional learning materials designed to supplement Networking Academy curricula and help students prepare for 21st century careers
- Focuses on teaching critical business and financial skills, attitudes, and behaviors to help students succeed in the 21st century
- Exposes students to entrepreneurship opportunities in networking and broadband scenarios



Passport21 to Entrepreneurship

- Generally Available
March 2011
7 Case Studies
Packet Tracer activities
- Available to all students globally

ACADEMY CONNECTION
STUDENT HOME
ALUMNI HOME

Student Home

Headlines

[Cisco Networking Academy Support Desk Holiday Hours \(12/21/2010\)](#)

[Scheduled Academy Connection Downtime January 7, 2011 \(12/21/2010\)](#)

[Now Available: Online Versions of the 2010 Edition of the Cisco Product Quick Reference Guide \(12/13/2010\)](#)

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Class Name	Start Date
TEST D1 4.0	01/25/2010

Cisco Packet Tracer

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Case Studies

Online Case Study Modules with Realistic Scenarios

2 Starting an Internet Cafe

2.1 Think like an Entrepreneur

2.1.1 Recognize a Problem

1

2

3

Passport21 to Entrepreneurship
Starting an Internet Cafe


The students on the train are Maria and Alex. They have recognized a problem in their lives. This problem is shared by many people in their town. When they realize that their problem has no readily available solution, they consider starting a new business to solve the problem. This is entrepreneurial thinking.

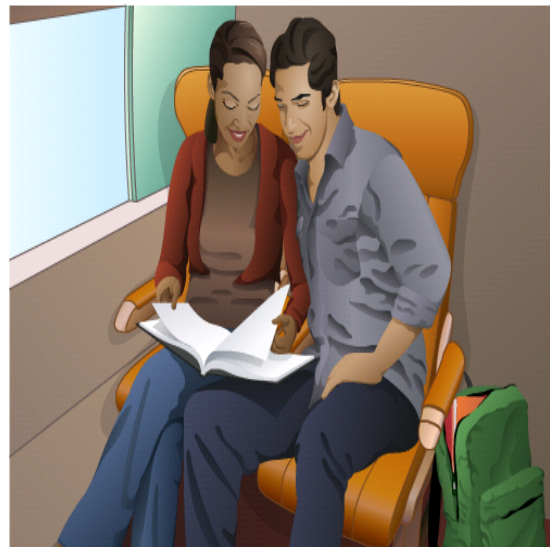
Entrepreneurs

Entrepreneurs create, operate, and assume the risk for a new business venture. They recognize that what some people see as a problem can be a business opportunity.

Many famous companies have been started because an entrepreneur wanted to solve a problem. Bill Gates was a problem solver. Before he started Microsoft, most software was too complicated and confusing. Gates solved this problem by creating software that was easier to use.

Problem solving is just one way to recognize a new business opportunity. There are six roots of opportunity.

- **Problem solving** - Obstacles or challenges that the business could solve



Click Play to hear the audio.



2.1.1.1

Go



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Case Studies Outline

Charging for Expertise

- Recognizing expertise
- Generating income
- Creating a presentation
- Keeping records
- Providing good customer service

Starting an Internet Café

- Think like an entrepreneur
- Plan like an entrepreneur
- Decide like an entrepreneur
- Writing the business plan

Making a Business Successful

- Review the business plan
- Customer and market analysis
- Implement, evaluate, and anticipate change
- Revise the business plan

Taking the Initiative

- Using Social Networks as a Business Tool
- Creating a Consulting Business
- Funding a New Business
- Protecting the New Business

Enabling an eBusiness

- What is Broadband?
- Preparing the Business to Use Broadband
- Assessing Business Performance

Providing Outsource Services

- Employment opportunities in contracting
- The role of contracts in business relationships
- The request for proposal

Building a Contracting Business

- Identifying the business structure
- Creating a business structure
- Expanding the business structure



Case Study Objectives

Case Study	Learning Objectives	Content	Lab
Charging for Expertise	<ul style="list-style-type: none"> Identify skills that have value in the marketplace Explain the social, legal, and ethical responsibilities of an entrepreneur Describe the ways in which a business receives income Describe the basic elements of a customer sales presentation Organize important business records Explain tools that businesses use to grow 	45-60 minutes	30-45 minutes
Starting an Internet Café	<ul style="list-style-type: none"> Define common business terminology Identify and research a business opportunity Explain the decision making process Practice the decision making process Work as part of a business team Prepare a simplified business plan 	60-70 minutes	4-5 hrs; mostly outside class
Making a Business Successful	<ul style="list-style-type: none"> Define common marketing terminology Explain variances in sales and cost forecasting Identify frequently used marketing and communication tools Analyze research results Explain the change process Prepare a simplified growth plan 	45-50 minutes	N/A



Case Study Objectives (Cont'd)

Case Study	Learning Objectives	Content	Lab
Taking the Initiative	<ul style="list-style-type: none"> ▪ Use social media as a research, marketing, and sales tool ▪ Transfer skills acquired through previous employment or education to new employment opportunities ▪ Identify steps involved in establishing a consulting business ▪ Fund and operate a consulting business 	45-60 minutes	30-45 minutes
Enabling an eBusiness	<ul style="list-style-type: none"> ▪ Identify how broadband applications can be used in business ▪ Define a business problem ▪ Identify, evaluate, and choose eBusiness solutions ▪ Prepare an implementation plan ▪ Evaluate the business using business metrics 	40-50 minutes	N/A
Providing Outsource Services	<ul style="list-style-type: none"> ▪ Define the role of a contractor ▪ Explain how a contractor builds relationships with other businesses ▪ Define these relationships using contracts ▪ Determine where to find companies that are looking for contractors ▪ Explain how to contact potential customers 	40-45 minutes	N/A
Building a Contracting Business	<ul style="list-style-type: none"> ▪ Define the role of a contractor ▪ Review current business commitments and resources ▪ Identify needed resources ▪ Define a business structure to organize and optimize resources ▪ Develop ways to communicate within the business structure ▪ Explain the importance of good financial management ▪ Recognize expansion opportunities 	45-50 minutes	30-45 minutes



Skills Mapping

Case Study	Personal Skills	Business Skills	Entrepreneurial Skills
Charging for Expertise	<ul style="list-style-type: none"> ▪ Peer evaluation ▪ Listening skills ▪ Presentation skills ▪ Organization ▪ Conflict resolution 	<ul style="list-style-type: none"> ▪ Cost recognition ▪ Price determination ▪ ROI definition ▪ Legal structure identification ▪ Financing terms ▪ Record keeping ▪ Customer service 	<ul style="list-style-type: none"> ▪ Research process ▪ Social responsibilities ▪ Ethical responsibilities ▪ Selling skills ▪ Presentation skills
Starting an Internet Café	<ul style="list-style-type: none"> ▪ Problem recognition ▪ Decision making process ▪ Idea generation 	<ul style="list-style-type: none"> ▪ Research process ▪ Identifying and categorizing costs ▪ Writing a business plan 	<ul style="list-style-type: none"> ▪ Entrepreneurial thinking ▪ Identifying an idea vs. an opportunity ▪ Understanding the business environments ▪ Research process
Making a Business Successful	<ul style="list-style-type: none"> ▪ Change process ▪ Success measurements 	<ul style="list-style-type: none"> ▪ Business plan cycle ▪ Core business assessment ▪ Product mix definition ▪ Pricing and cost control ▪ Cost/Benefit analysis 	<ul style="list-style-type: none"> ▪ Social network tools ▪ Differences between a consultant and a contractor ▪ Legal, social, and ethical responsibilities ▪ Separating personal and business transactions



Skills Mapping (Cont'd)

Case Study	Personal Skills	Business Skills	Entrepreneurial Skills
Taking the Initiative	<ul style="list-style-type: none"> ▪ Transferrable skills ▪ Social networking ▪ Personal skills assessment ▪ Resume preparation ▪ Build a credit history 	<ul style="list-style-type: none"> ▪ Benefits of an intranet ▪ Writing a business plan ▪ Identifying funding sources ▪ Building a credit history ▪ Preparing a funding proposal ▪ Insuring the business 	<ul style="list-style-type: none"> ▪ Social network tools ▪ Differences between a consultant and a contractor ▪ Legal, social, and ethical responsibilities ▪ Separating personal and business transactions
Enabling an eBusiness	<ul style="list-style-type: none"> ▪ Problem definition ▪ Decision making skills ▪ Goal setting 	<ul style="list-style-type: none"> ▪ eBusiness applications ▪ Internet marketing plan ▪ Project implementation plan ▪ eBusiness metrics ▪ Financial statements 	<ul style="list-style-type: none"> ▪ Problem statement ▪ Project management ▪ Business evaluation
Providing Outsource Services	<ul style="list-style-type: none"> ▪ Negotiating skills ▪ Meeting protocols 	<ul style="list-style-type: none"> ▪ Contract structure ▪ Common contracts ▪ Request for Proposals ▪ Bid Process ▪ Pricing strategies 	<ul style="list-style-type: none"> ▪ Resource review ▪ Meeting protocol
Building a Contracting Business	<ul style="list-style-type: none"> ▪ Decision making skills ▪ Personal credit ▪ Presentation skills 	<ul style="list-style-type: none"> ▪ Business structures ▪ Resource acquisition ▪ Lending process ▪ Business communication 	<ul style="list-style-type: none"> ▪ Business assessment ▪ Delegation process ▪ Sales skills ▪ Business presentations

Accessing Passport21 to Entrepreneurship





Accessing Passport21 to Entrepreneurship

- Click the Passport21 graphic on the left of your home page
- Select appropriate content from the Passport21 Course Catalog page

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 - CCNA Exploration
 - CCNA Security
 - CCNP
 - Accessibility
 - Assessment
 - Cisco Packet Tracer
 - Cisco Passport21**
 - CCNA Servers

Cisco Passport21

Quick View

[How to add Passport21 offerings to your class video?](#)
[Passport21 Instructor Community](#)
[Passport21 Community in Facebook](#)
[Download Cisco Aspire](#)

Cisco Passport21 is a suite of innovative offerings designed to supplement the Networking Academy core ICT curricula and help students prepare for 21st century careers. Passport21 provides optional learning materials that expose students to the attitudes, mindsets, and skills required to succeed in the global workplace.

Passport21 to Entrepreneurship

This Passport21 offering focuses on teaching critical business and financial skills, attitudes, and behaviors to help students succeed in the 21st century. Key concepts are reinforced through a series of business case studies, and Cisco Packet Tracer activities that expose students to entrepreneurship opportunities in networking and broadband scenarios. You can access these materials through the following links:

Case Study	Description
Charging for Expertise	How to identify personal skills, define a product, and determine product pricing. Additional topics include presentation skills and customer service, retention and loyalty programs.
Starting an Internet Café	Introduces entrepreneurial thinking and how entrepreneurship differs from other employment opportunities. Business research tools are identified and a business plan is prepared.
Making a Business Successful	How to help a business remain profitable by defining a change process, reviewing advantages and disadvantages of product changes, preparing a change plan, and communicating changes to all stakeholders.
Taking the Initiative	How to transfer skills from one type of employment to another in order to succeed in today's marketplace, a review of the legal aspects of business ownership, and preparing a funding proposal.
Enabling an eBusiness	Defines eBusiness and introduces ways eBusiness applications can be used to solve business problems. Project management is introduced and the tools used to measure the success of a business are reviewed.
Providing Outsource Services	The importance of formalizing business relationships through a contract, including the legal structure of a contract, a review of common business contracts, and the request for proposal and resulting bid response.
Building a Contracting Business	Reviews several aspects of business ownership including: the resources, the decision making process, contracts, and business research. Also introduces normal business structures, departmental responsibilities, and establishing business credit.

Cisco Packet Tracer activities provide additional learning opportunities and challenges to help students apply and practice their technical skills. The challenges enable students to perform tasks related to broadband installations in customer locations, enable a broadband solution to replace a costly legacy serial connection, and secure a WLAN before adding it into an existing LAN.

- [Download Packet Tracer activities](#)

Passport21 to Entrepreneurship is available in English only. Please review the following materials for more information:

Title	Document Type
FAQ	(PDF - 88.6 KB)
Brochure	(PDF - 437 KB)
Overview Presentation	(PPT - 6.27 MB)
Passport21 to Entrepreneurship Learning Objectives	(PDF - 74.4 KB)
Cisco Aspire video trailer	(MOV - 28.5 MB)
Cisco Aspire Learning Objectives	(PDF - 100 KB)

Cisco Aspire (Beta):
 Cisco Aspire is an innovative simulation-based learning game that supports Passport21 to Entrepreneurship case studies and allows students to develop entrepreneurial thinking, creative problem solving, and decision making skills through exploratory learning. Cisco Aspire challenges students to apply and practice the business and financial skills introduced in the case studies within simulated networking environments.

- [Download Cisco Aspire \(Beta\)](#)

Teaching Passport21 to Entrepreneurship





Passport21 Instructor Community

<http://community.netacad.net>


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Passport21 Community

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Passport21 Community

Preparing Students for 21st Century Careers Cisco Passport21 is a suite of innovative offerings designed to supplement the Networking Academy curricula and help students prepare for 21st century careers. Passport21 provides optional learning materials that instructors can use in their classes to expose students to the attitudes, mindsets, and skills required to succeed in the global workplace.

Passport21 is designed for instructors and students within the global Networking Academy community. Your participation will play an important role in the development and evolution of Passport21. We invite you to send us your feedback. Your participation will make a difference.

PASSPORT21 COMMUNITY ACTIVITIES

All
Forums
Files
Blogs

	Posted on	Title	
	4/12/11 8:48AM Nicos Antoniou	Beyond Level2? 2-Aspire: Game Play, Bugs, and Comments	
	4/4/11 6:58PM Kristen DiCerbo	What Skills Are They Using When They Play?	
	4/4/11 6:26AM	Research On Aspire Beta 4	

Cisco Aspire





Cisco Aspire

Simulation-based Game for Experiential Learning



- Multiple levels, multiple paths
- Multiple contract choices
- Simulated time and economy
- Money management
- Problem injector
- Skills proficiency indicator
- Networking simulation



Cisco Aspire – Beta Release

Game Play Details

- Single player, locally run application
- Four game levels—each with multiple contracts
- Four main venues in which networking contracts are fulfilled:
 Internet Café, State Office Building, Library, Hospital
- Additional venues such as store, bank, home, and learning center in which players interact



Cisco Aspire – Beta Release

Game Pedagogy

Skills	Game Scenario Examples
Decision making	<ul style="list-style-type: none"> ▪ Refurbished vs. new equipment
Social responsibility	<ul style="list-style-type: none"> ▪ Fire at local food bank ... donate money, time, or do nothing
Ethics	<ul style="list-style-type: none"> ▪ Over shipment of equipment ... return, keep it or make a deal with supplier to purchase at lower cost
Financial management	<ul style="list-style-type: none"> ▪ Take out loans to pay bills, buy equipment without contract ▪ Profits ... spend, give raise, donate to local business incubator
Customer relations	<ul style="list-style-type: none"> ▪ Angry customers calling because helper tracked mud over customer's carpet

Cisco Aspire – Beta Release

Challenges

- Select a business strategy based on personal objectives
- Choose products and services to offer to customers
- Define target market and choose different types of advertising media
- Select an Internet service provider based on requirements
- Make budgeting decisions based on social criteria (charitable contributions, offering free services, etc.)
- Start a business
- Manage business resources such as inventory and cash flow

Learning Objectives

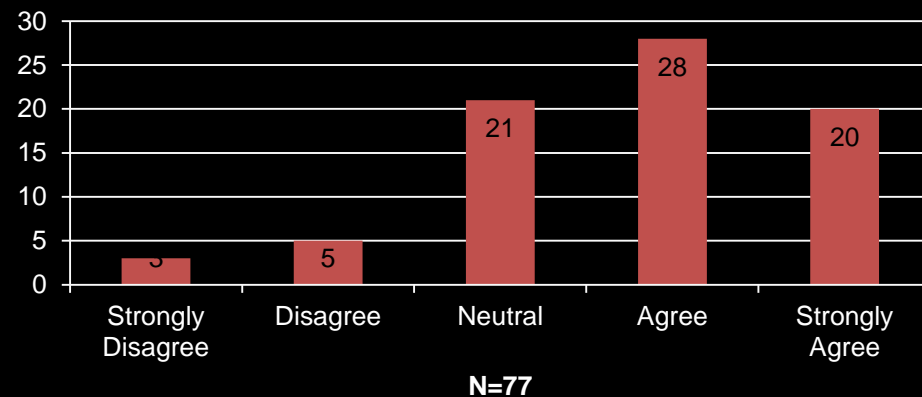
- Identify application layer protocols that enable specific user applications
- Cable an Ethernet network consisting of a Linksys device, PCs, hubs, and printers
- Secure a wireless network using a Linksys device and Windows clients
- Troubleshoot wireless client configuration errors and basic wireless security
- Connect Cisco switches and routers in a single router, multiple network configuration
- Troubleshoot Layer 2 problems

Cisco Aspire

What students say...



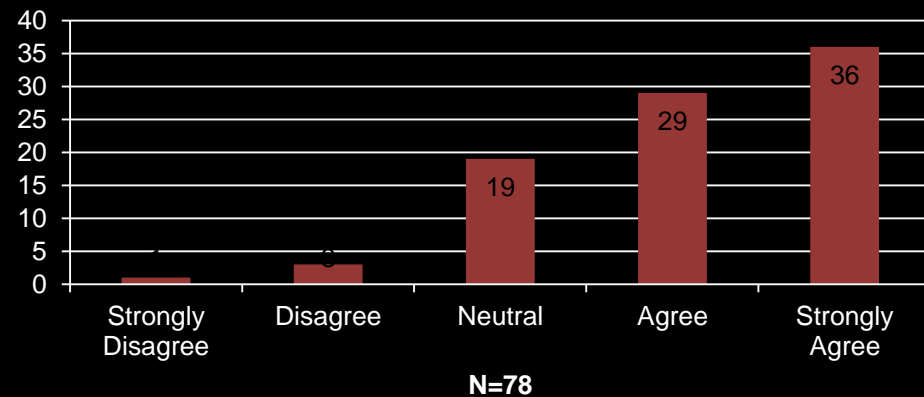
Increased Entrepreneurial Skills – Student



I increased my entrepreneurial skills playing Aspire:

- 62% agree/strongly agree
- 75% agree/strongly agree among CCNA Discovery 1 & 2 students (n=8)

Increased Networking Skills – Student



I increased my networking skills by playing Aspire:

- 70% agree/strongly agree
- 100% agree/strongly agree among CCNA Discovery 1 & 2 students (n=8)

Cisco Aspire Direction

- Near term:
 - Continue with Cisco Aspire beta
 - Monitor student reaction & feedback
 - Understand the knowledge and skills students use when they play
 - Gather evidence of learning and impact
- Long term:
 - Incorporate feedback and enhancements
 - Broaden availability to students directly outside of a class
 - Explore integrating game data with other curriculum and assessment data to provide feedback on students' skill levels



Polling question #2

How Many of you plan to use Passport21 after this session?

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